

BEEHIVE CHEESE COMPANY'S

BARELY BUZZED - ESPRESSO LAVENDER RUBBED CHEDDAR

NAMED BEST FLAVORED CHEDDAR IN NORTH AMERICA

AT AMERICAN CHEESE SOCIETY'S 2007 COMPETITION.

Burlington, Vt. - (August 3, 2007) - Beehive Cheese Company of Uintah, Utah, beat many other North American cheese makers to take the "First Place" award in the Flavored Cheddar category for their Barely Buzzed - Espresso Lavender rubbed cheddar at the 24th annual American Cheese Society (ACS) cheese competition.

Competition results were announced last Friday evening at the Sheraton Hotel in Burlington, Vermont, site of the annual conference.

Barely Buzzed is a labor-intensive cheese made in sixteen-pound wheels. The cheese is hand rubbed each day with a special blend of coffee and lavender buds, and then carefully handled as it travels through

climate controlled aging rooms at Beehive Cheese. "



We are extremely excited that our cheese was recognized among the best in North America. The recognition fuels our passion to continue making high quality and delicious cheeses" said Tim Welsh, Cheesemaker at Beehive Cheese Company.

"The number of cheeses in this year's competition, over 1200, represents a 27% increase over last year, making it the largest cheese competition in American history," said David Grotenstein, chairman of the judging and competition committee and General Manager and Merchandiser for Union Market in Brooklyn, New York.

"The ACS competition, featuring entries from a record 200 cheese companies, really showcases the emerging trends and the leaders in the world of American artisan cheese," said Allison Hooper, president of the ACS board of directors and co-owner of Vermont Butter & Cheese Company in Websterville. "This year's

conference saw record participation by more than 800 attendees with over 1,000 people expected to attend the Festival of Cheese."

The conference, which brings together cheese makers, academicians, enthusiasts, marketing and distribution specialists, food writers and cookbook authors, and specialty food retailers from the U.S., Canada and Europe, celebrates the widespread enthusiasm for American specialty cheese with educational seminars on subjects from cheese making to the art of maturing cheese, and a Chef's Cheese Cook-Off. Every year, the conference culminates in the celebratory Festival of Cheese, where all the competition cheeses are on display and available for tasting.

The American Cheese Society is the premier platform for cheese industry research and education in America. Founded in 1983, the ACS has grown to include approximately 1,200 members. Among other things, the members of the Society work with the federal government on issues that involve accepted standards in the production of cheese and fermented dairy products.

